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CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO THE FRIDAY BULLETIN

APRIL 15, 1994

A.A.C.S.B. SAYS 'GO' TO BUSINESS SCHOOL

Cal State, San Bernardino's School of Business and Public Administration has been awarded accreditation by the American Assembly of Collegiate Schools of Business (AACSB), making the university the only Inland Empire school to have nationally accredited business programs at the undergraduate and graduate levels.

Notified Monday in Orlando, FL, Cal State's interim dean, Dr. Eldon Lewis, reported the accreditation achievement to university officials who have been working toward the goal for several years. Lewis likens the process to a management review or audit.

"Many professions have peer reviews that are qualitative in nature in which hiring and promotions practices are looked at as well as how work is documented and people are supervised," Lewis says, noting that the accreditation means the university must meet a variety of standards. The accreditation is extended for a five-year period.

Cal State's School of Business and Public Administration is the largest producer of business managers in the Inland Empire. Currently, nearly 3,000 students are declared majors. The school's largest department, Accounting and Finance, has almost 1,000 student majors and has earned a national reputation for several graduates' performance in the top one percent on the C.P.A. exam.

The national accreditation brings additional distinction to degree-holders,



Lewis says, noting that less than 20 percent of all schools of business in the country are accredited by AACSB. Not only will Cal State graduates be sought after by employment recruiters, but they may find a new entree into highly ranked graduate programs.

Marketing major Lisa Garcia of Riverside anticipates that, "My degree



Dr. Eldon Lewis

from Cal State will be looked upon as evidence of hard work ...taught by an outstanding staff and faculty."

Victorville resident Chad White believes that the accreditation will contribute to a competitive edge for Cal State students in the job market. Fellow student Shannon Shannon, also of Victorville, looks forward to accounting students petitioning for membership in the national honor society, Beta Alpha Psi, which only entertains chapters at A.A.C.S.B.-accredited schools, she says.

Speaking for his colleagues, Dr. Nabil Razzouk (Marketing) says the faculty regard the accreditation "definitely as a plus" because "it has meant more resources...and help with equipment and facility-wise." Calling it a reaffirmation of the quality of our business programs, Razzouk adds, "Now we can go to conferences (recruiting faculty) and expect them to look us in the eye."

Cal State, San Bernardino also may benefit from the accreditation by attracting government-sponsored international students, who might not otherwise consider attending the university, Lewis adds.

With 76 faculty in Cal State's business school, "The accreditation also helps the university in its efforts to hire the highest quality faculty for our programs," Lewis comments. "Securing this kind of distinction also sets a standard for our commitment to business education through a variety of assessment mechanisms and evaluative criteria."

STUDENTS TAKE TOP HONORS

Student delegates in national and regional contests of skill in international relations walked off with the top two awards recently.

For the second year in a row, the campus's Model United Nations delegation earned one of the highest distinctions in the national competition by capturing the title of Distinguished Delegation for its representation of Suriname March 28-April 2 in New York City.

For the CSUSB team of 16 students, led by faculty advisor Dr. Phillip Taylor (Political Science), capturing this second-place honor was quite an accomplishment given the stature of the country they were representing, Taylor says.

"The students overcame the fact that they were (representing) a small and relatively new country that still has the same kinds of internal problems that most developing countries have," Taylor explains, adding that the South American former province of the Netherlands has a population of about a half-million.

"Their approach was that since they're not a major player in the U.N., they would become the kind of honest broker that could bring about compromise...on international problems."

Earning the top award of Outstanding Delegation, 12 students represented Palestine in the Model League of Arab States, a regional contest held March 24-26 at CSU Dominguez Hills. This was the first time CSUSB participated in the contest that has a national component, much like the Model U.N., says Professor Ralph Salmi (Political Science), who supervised the group. Word of their performance seems to have reached Palestinian Liberation Organization Headquarters, he adds, explaining that an overseas newspaper is requesting photographs of the participants.

COYOTES: SECOND-PLACE FINISH, FIRST-RATE SEASON

Many times people judge the success of a season on the outcome of the last game. In the case of the Cal State women's basketball team, that would be a mistake.

On March 26, the 1993-94 National Division II title for women's basketball went to the Bisons of North Dakota State—a game that was televised on ESPN the following Monday and marred by injuries to Cal State's Tammie Beckley and Kim Young.

The lack of depth on the bench finally took its toll on the Coyotes, who were forced to play all of their team with no substitutions for the last 15 minutes of the game. In the end, the Bisons were too deep on the bench and too strong on the court, as they earned their third national title in four years.

The Coyotes ended the season with the best overall record in Division II women's basketball (29-4). Seniors Kim Young and Cheryll Few were selected to the All-West Regional Tournament Team and the National "Elite Eight" Tournament Team. Kim Young also was a finalist for Kodak All-American. Cheryll Few ended her playing career with selection as the West Regional Tournament MVP.

Added to these honors are the selections of five members of the Coyote women's basketball squad to All-Conference teams.

But maybe the best way to judge the success of this season is to go back to last November and the original goal of the Coyotes to win 22 games this season. They certainly succeeded in obtaining that goal, and in taking the team (and their fans) far beyond.

WOMEN ARTISTS BLEND VOICES, TALENT IN SHOW OF STRENGTH

Artworks that explore the concerns of eight women artists will be on view in the University Art Gallery April 21-May 27. An opening reception will be held on April 21 from 5-7 p.m.

"A Collective Voice" displays the work done by Cal State women faculty, whose creations are intended to serve as a vehicle for dialogue. Among the ideas and themes represented in the show are the journey from silence and anonymity to empowerment; becoming speaker rather than listener; the predominance of patriarchal voices in society; developing a gender-neutral vocabulary; and resurrecting voices of artists from the past.

What binds the women is "not one generic voice of gender," says Yolande McKay, who has recently exhibited her sculpture in Munich. "Nor is it a collaborative voice that compromises to reach a common denominator, diluting the very essences of who we are as individuals." McKay says it is chiefly their art that binds them.

Other exhibitors are: Meryl Perlson, a video artist who has work running in Los Angeles and New York; painter and sculptor Katrin Wiese with small sculptures available in most of the country's major museum shops; Mallory Cremin, whose photographic work recently appeared in an issue of Surface Design Magazine; Soonja Kim, working in large, wall-related pieces, has exhibited in Germany and Korea; Sant Khalsa, who creates large photographic and installation works, some of which have been exhibited in museums and galleries around the U.S.; Mary Goodwin, an art historian and curator who has authored articles on artists from Alaska and California; and Cheryl Dullabaun, whose installation art has been exhibited at the Los Angeles Municipal Art Gallery.

Gallery hours for the free exhibit are 9 a.m.-4 p.m., Monday-Friday. For more information, call Ext. 5802.

A NOTE FROM HUMAN RESOURCES



RETIREMENT, FINANCIAL PLANNING SEMINARS

The annual CSUSB Retirement Seminar will be held on Thursday, April 28 from 8 a.m.-noon in the Panorama Room of the Lower Commons. If you are thinking about retiring soon, or want future retirement information, or are interested in learning more about financial planning, then this is the seminar for you.

The presenters are: Don Harrington, PERS Manager; Bill Sanchez, Social Security Representative; Dr. Morley Glick, Social Work; Jill Kasen, Ph.D., CLU, Aetna Life Insurance and Annuity Company; Marjorie Callaghan, CSUSB Benefits Officer.

Call Ext. 5138 to sign-up with Jolene Armstrong or Marjorie Callaghan by April 25.

OPEN ENROLLMENT

Mark your calendar!

PERS annual 1994 open enrollment for all medical plans will be held in May. Dental open enrollment and FlexCash open enrollment also will be held in May.

Open enrollment is the time to enroll in a health or dental plan, change plans or add or delete dependents. All open enrollment activities will be effective Aug. 1, 1994.

HEALTH AND BENEFITS FAIR

Tuesday, May 3 the Human Resources Benefits area will facilitate a health fair for open enrollment. Last year's fair received rave reviews. All PERS health plans will have representatives on campus from 9 a.m.-4:30 p.m. to talk to employees and answer questions. The fair will be held in the patio area in front of Visual Arts. For more information, call Ext. 5138.

1994 EARLY RETIREMENT PROGRAM

Remember, the window for the 1994 Early Retirement Program is June 15-Aug. 13, 1994.

All employees are eligible for this Early Retirement Program, regardless of bargaining unit. Each participant must meet the PERS or STRS retirement eligibility requirement. Those eligible will receive two additional years of service credit. Only years of service is affected.

Eligibility:

PERS—Age 50 or more on the date of retirement and 5 years or more of covered service.

STRS—Age 55 or more on the date of retirement and 5 years or more of covered service.

If possible, provide written notice to Human Resources ASAP. This notice is for planning purposes only and failure to give notice does not preclude participation in the program. Call Marjorie Callaghan for more information.

APRIL 20 COULD BE 'FAIR' DAY TO JOB HUNT

Employers from insurance companies to retail stores to law enforcement agencies will gather at the annual Career Opportunities Fair coming Wednesday, April 20 to Cal State. The free fair—open to all—will be held from 10 a.m.-2 p.m. in the Student Union Events Center.

Three, one-hour workshops also will be held during the fair. "Find Your Mission in Life" begins at 10:30 a.m., followed by a session on interviewing techniques at 11:30 a.m. and "Power Dressing" at 12:30 p.m. All the workshops will take place in the Upper Commons.

Career Fair organizers are encouraging participants to bring resumes and to dress professionally. Among the representatives that attendees will have a chance to meet will be officials from the Los Angeles Police Department, Gallo Wine, Aetna Life and Casualty, the Internal Revenue Service, Lady Footlocker and Primerica Financial Services. For more information, call Ext. 5250.

COMMUNITY SERVICE

Dr. Craig Henderson (Student Services) will be given a Community Service Award on April 23 at the annual Lesbian Rights Awards Banquet of the Southern California Women for Understanding. The award is one of seven given regional honors.

GREEN IS THE THING AT ENVIRONMENTAL EXPO

"Live Green for Life" is the theme for the 1994 Inland Empire Environmental Expo being held Saturday, April 23 at Cal State. The free event, for children and adults alike, runs from 9 a.m.-4 p.m. in the Commons/Student Union/University Hall area.

Magician Steve "Trash" Richerson, a highlight of last year, will be up to his usual tricks with garbage again this year, using it to show his audiences ways to reuse, reduce and recycle waste. A special, free presentation by Richerson will take place at 2:30 p.m. in the large gymnasium.

Plenty of exhibits, an environmental film festival, Nature Bowls for fifth-sixth and seventh-eighth grade teams, environmental workshops for teachers and family activity round-ups also will be held during the day-long expo, which typically draws thousands. From 10 a.m.-12:30 p.m. registered high school and college student environmental clubs and classes will attend a leadership program led by Richerson.

For more information, call the Environmental Resource Center at Ext. 5681.

On Feb. 18, Michelle T. King (Learning Center) hosted a regional tutor training conference for the Association of California College Tutorial and Learning. De'Neen Coleman-Carew (Learning Center) and Tiffani Hyder (Learning Center) presented a workshop at the conference.

THE BULLETIN BOARD



SUMMER SESSION CATALOGS

The summer session catalog is now available—free of charge—at the Coyote Bookstore, the library and the Office of Extended Education. While the summer session is coordinated by Extended Education, "We still look to schools and departments for academic advising and class scheduling," says Jan Jackson (Extended Education).

Mail-in registration lasts until May 27. Walk-through registration is June 22 for all five summer sessions. Call Ext. 5975 for more information.

LATINO SCHOLARSHIP BANQUET

Rain of Gold author Victor Villasenor, who has been featured in People magazine, Publisher's Weekly and USA Today, is the special speaker for the Ninth Annual Scholarship Awards Banquet on Saturday, April 30 and sponsored by the Association of Latino Faculty, Staff and Students at CSUSB.

Held in the Upper Commons with a reception beginning at 6:30 p.m., the cost is \$25 per person or \$10 for only the dance, which begins at 9 p.m. Music will be provided by the group Nightlife. Call Joe Liscano at Ext. 5350 or Irene Guillen at Ext. 5069 for tickets or more information.

FACULTY PUBLISHING

Join your colleagues to examine the strategies of publishing your books and articles. Learn about contract negotiations, co-authoring and what publishers expect. School "break out" sessions will highlight publishing issues by discipline. The seminar will be held April 28 from 2-4:30 p.m. in the Lower Commons. RSVP by April 22 to Ext. 5058.

DAUGHTERS AT WORK

If you're a mom or dad, it's time to show your daughters your stuff.

April 28 is the official, national, annual Take Our Daughters to Work Day. If you don't have a daughter, borrow one. If you have dozens, let them choose straws or bring the whole bunch. But don't let any of them actually do your work; they just might show you a thing or two and then next year the government might have to implement a whole new official program called Take Our Silly Parents to Work.

Check with your supervisors. Call Judith Rymer (University Relations) at Ext. 5004 for more information.

CALENDAR

FRIDAY, APRIL 15

Baseball.
Cal Poly, Pomona, 6 p.m.

APRIL 21-MAY 27

Art Show.
"A Collective Voice" showcases the creations of eight women artists—all CSUSB faculty. Opening reception April 21, 5-7 p.m., University Art Gallery. Gallery hours: Mon.-Fri., 9 a.m.-4 p.m. Free. Ext. 5802.

FRIDAY, APRIL 22

Display.
Green Marketing Day. Recognizing businesses with environmental awareness. Sponsored by the student American Marketing Association and several area businesses. 9 a.m. to noon. Outside the Student Union. Free. Info: 783-0635.

Baseball.
Cal State, Dominguez Hills, 3 p.m.

Softball.
University of San Diego, 2:30-4:30 p.m.

SATURDAY, APRIL 23

Environmental Expo.
The Inland Empire Environmental Expo '94 for children and adults. Special presentation by magician Steve "Trash" Richerson performing tricks with garbage. 2:30 p.m., large gymnasium. Free. This year's theme, "Live Green for Life." Expo runs 9 a.m.-4 p.m., Commons, Student Union and University Hall area. Free. Ext. 5681.

LOCAL C.P.A. HEADS BUSINESS BOARD

Alta Loma resident Rod LeMond, an audit and accounting partner in the San Bernardino office of McGladrey & Pullen, is the new chair of the Board of Councillors, an advisory panel to the School of Business and Public Administration.

Affiliated with the university's Board of Councillors since 1988, LeMond brings 16 years of experience in public accounting to his advisory role at Cal State. He has an extensive background in auditing governmental entities, wholesalers, manufacturers and service industries.

THE FRIDAY BULLETIN

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